

Fujitsu adds ETERNUS storage products to Green IT labeling program

Far ahead of legal and market standard in fulfilling material, energy consumption and recycling requirements

Dubai, UAE, January 11, 2010: Fujitsu today announces the extension of its successful Green IT labeling scheme to the enterprise business, covering storage products under the ETERNUS brand. The Green IT label provides buyers a reliable and easy way to evaluate the “greenness” of IT products and introduces new standards far ahead of current legislation. Choosing storage products that are more energy-efficient can result in significant energy savings as well as lower replacement costs with cooler components lasting longer.

Fujitsu has been developing environmentally conscious products and processes for more than 20 years. In November last year it introduced its pioneering new Green IT label, initially covering PCs and notebooks, across EMEA. In March 2009, Fujitsu extended this classification scheme to servers and now it covers the entire scope of the enterprise business in EMEA by including storage systems.

The Green IT label makes it easier for buyers to separate green from less green products by providing a visible “green check” that confirms that the products are designed in line with the company’s far-reaching corporate goals on energy efficiency and sustainability. The criteria for labeling Green IT are so stringent that only few products currently meet the demanding requirements and are awarded the top accolade of three green stars. Fujitsu established these stringent guidelines as a stretch goal to achieve even higher environmental standards for future products while providing product management orientation and direction in the development phase.

The RAID systems ETERNUS DX60 and DX80 as well as the tape systems ETERNUS LT20 / LT40 and LT60 are among the first wave of storage products to receive the Green IT Label and are awarded with two stars, denoting that the products are in the vanguard of today’s Green IT technology.

The Green IT label reflects Fujitsu’s holistic environmental approach to consider materials, energy consumption and recycling. All Green IT labels, starting with the one star accolade, of course, recognize products that exceed current Green IT legislation and market standards.

Bernd Kosch, Head of Environmental Technology at Fujitsu Technology Solutions, explains: “Fujitsu’s Green IT labeling scheme was well received by customers and by the analyst community when it was first introduced and we are now moving on into another key area of the enterprise business by extending this successful label to storage products. Fujitsu’s Green IT label provides buyers with a simple and clear way to compare and understand the energy savings, materials and recycling aspects for the IT equipment they buy. Of course, all our labeling criteria are fully transparent and published on our web-site. Our stringent environmental guidelines underscore Fujitsu’s commitment to environmental contribution and leadership in developing responsible IT-technology and -processes.”

- Ends -

Notes to editors

Fujitsu's Green IT label covers the three categories materials, recycling and power consumption, and includes various product categories. Every product is rated at the beginning of its lifecycle from 1 to 3 stars: To receive a star, the product has to meet all must-have criteria. For getting two stars, the product additionally must meet 10-19 optional point, while three stars mark a product which additionally to the must-have criteria meets at least 20 optional points.

About Fujitsu

Fujitsu is a leading provider of IT-based business solutions for the global marketplace. With approximately 175,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.6 trillion yen (US\$47 billion) for the fiscal year ended March 31, 2009. For more information, please see: <http://www.fujitsu.com>

About Fujitsu Technology Solutions

Fujitsu Technology Solutions is the leading European IT infrastructure provider with a presence in all key markets in Europe, the Middle East and Africa, plus India, serving large-, medium- and small-sized companies as well as consumers. With its Dynamic Infrastructures approach, the company offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure-as-a-Service. Fujitsu Technology Solutions employs more than 10,000 people and is part of the global Fujitsu Group. For more information, please see: ts.fujitsu.com/aboutus